LARGE AND SMALL ISSUE MICROPHONE RATES 3/17/56

The following are the rates for the new and the old Microphone. We do not know which size the next issue will be. Therefore , when selling a sponsor, tell him the rates will depend on whatever size we put out.

NEW MICROPHONE (Large size)

full page - $ 50.00
half page - $ 27.00
quarter pg. - $ 15.00
eighth pg. - $ 8.00

OLD MICROHHONE (Small issue)

full page - $ 30.00
half page - $ 17.00
quarter page- $ 9.00
eighth pg. - $ 5.00

SELLING POINTS FOR THE YOUNGEST COLLEGE BIWEEKLY. (YCBW)

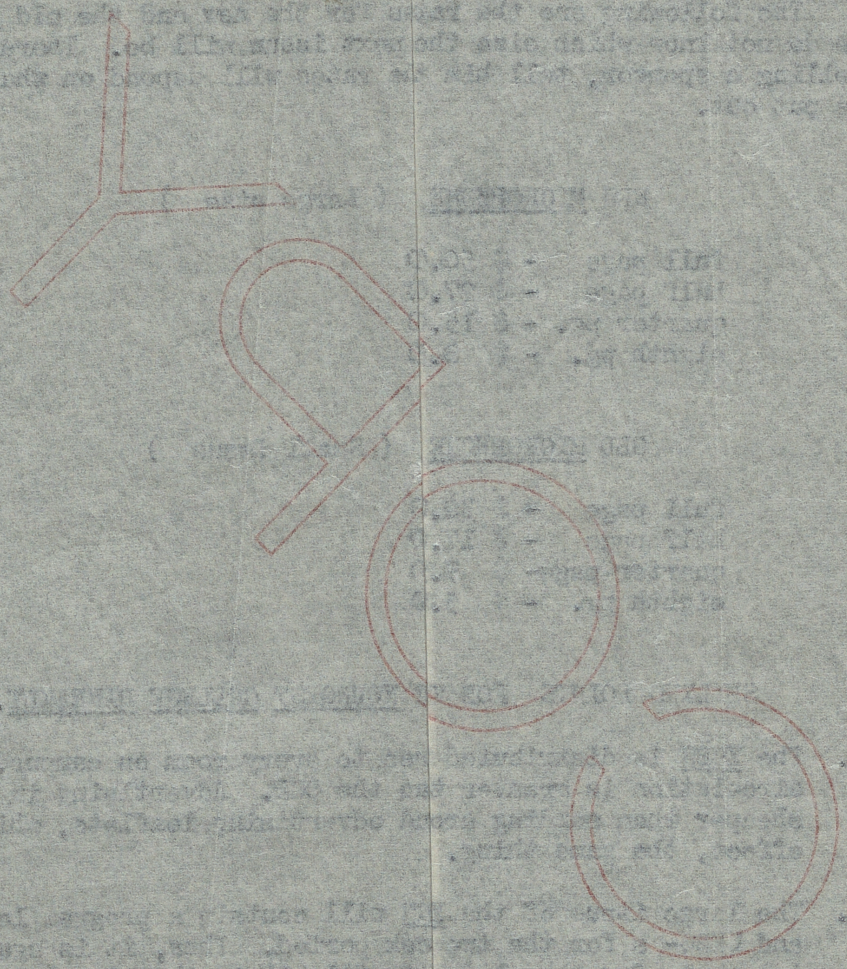
1. The YCBW is distributed free to every room on campus. Its circulation is greater than the OCD. Advertising in YCBW is cheaper than sending around advertising leaflets, which are in effect, the same thing.

2. The large issue of the YBW will contain a program log for WYBC and WIBC- a for the two week period. Thus, it is against his own interest, for the studet to file it in the circular file. He will save and treasure the YBW.

3. There are not as many avertisers in the YCBW as there are in the Yale Daily (?) News. Thus, advertising in the YCBW is much more effective than advertising in the OCD.

4. Why don't you dream up some selling points now?

5. Phil Clover is the NEW Advertising Manager. See him if you have any questions.

FOR THE BU$INE$$ DEPARTMENT.

Patrick N. Baker